swisscontact

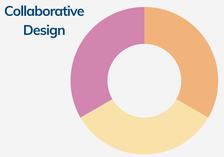
Unlocking

Community Based Sustainable Tourism : The COCOS Approach

The Community Coaching on Sustainability (COCOS) program aims to increase the capacity of communities in the development and management of tourism experiences, attractions & products according to market needs as well as sustainability aspects.

The COCOS approach transforms communities into thriving tourism destinations through a comprehensive implementation process that connects local communities directly with market opportunities while ensuring sustainability at every stage.

Built for Real-World Impact Through Three Core Principles



01. How Our Modules Are Developed

02. What the modules cover

Our Modules are selected based on Destination Characteristics, Market demand and government plans.

03. How training works on the ground

04. From Training to Action

After training, communities put knowledge into practice.

05. Promotion and Market Linkages

We create marketing strategies using detailed visitor flow analysis

We work with tour operators to bring tour products to market.

06. What COCOS Leads To